
CHAPTER 18 SIGNS

SECTION 18.1 SCOPE

This Chapter is intended to regulate and limit the construction, blight [height], erection, reconstruction, placement, size and height of signs. A sign shall not, by reason of its size, location, construction or manner of display, create a hazard, confuse or mislead traffic or obstruct vision necessary for vehicular and pedestrian safety.

SECTION 18.2 DEFINITIONS (Amended, 02/16)

The following definitions shall apply to this Chapter.

- A. **Directional sign.** A sign bearing no written advertising, with the exception of corporate logos or names, which directs vehicles or pedestrians from a public or private right-of-way.
- B. **Electronic display.** A secondary element of a freestanding, ground, projecting or wall sign that consists of an array of lights, which allows for messages and displays to be changed electronically.
- C. **Freestanding sign.** A sign structurally separate from and not attached to any building, which is attached directly to the ground surface in a permanent manner, or supported by one or more uprights, poles or braces attached to the ground surface in a permanent manner.
- D. **Ground sign.** A freestanding sign which is placed directly on the ground surface, without use of uprights, poles or other means to elevate the sign face above the surrounding grade.
- E. **Identification sign.** A sign that identifies the business, facility, development, owner or resident and/or the street address and which contains no other advertising.
- F. **Neon Illumination.** A secondary element of a wall or projecting sign that uses neon, argon, a similar gas or phosphors to fill tubing made of glass or similar material, which is charged with electricity and used to create illuminated elements of a sign, including lettering, symbols, images, shapes or accents.
- G. **Plat entry sign.** A sign placed at the street entrance to a subdivision, mobile home park, industrial park, etc. This sign may only contain the name of the development.
- H. **Political sign.** Signs or posters concerning a political issue or candidate for political office.

- I. **Portable sign.** A sign primarily for temporary use, which is designed to be moved easily and is not permanently attached to the ground, a building or other structure. A portable sign may or may not have wheels and provision for towing behind a vehicle.
- J. **Projecting sign.** A sign attached to the wall of a building, with the face of the sign which bears a message in a plane approximately perpendicular to the plane of the wall.
- K. **Real estate sign.** A temporary sign indicating the availability of a lot, business, residence or other facility for sale, lease or rent.
- L. **Roof sign.** A sign attached to and projecting from the roof surface of a building.
- M. **Sandwich board signs.** A two (2) sided sign which is not permanently attached to either a structure or the ground and which incorporates an "A" frame shape. Such signs may be placed on a private lot, private walkway or public sidewalk so long as they do not interfere with pedestrian traffic and only during the hours of operation for the entity which the sign advertises.
- N. **Sign.** Any object or device (or part thereof) which is used to advertise, identify, display, or direct or attract attention to an object, person, institution, messages, issue, organization, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, motion, illumination or projected images and which is visible from a public right-of-way or public waterway.
- O. **Special event signs.** Signs containing public messages concerning special events sponsored by governmental agencies, charitable, or other nonprofit organizations.
- P. **Temporary sign.** A sign which is not permanently affixed, including but not limited to devices such as banners, pennants, searchlights, twirling signs, sidewalk or curb signs, signs mounted on or affixed to trailers or wheels of any type, including portable signs, and strings of lights and balloons or other air- or gas-filled figures.
- Q. **Wall sign.** A sign attached to the wall of a building with the face of the sign which bears a message in a plane approximately parallel to the plane of such wall and not projecting from the wall more than six inches. A sign attached to or displayed upon an awning, marquee or canopy is also considered to be a wall sign, except that a corporate logo or corporate name not exceeding six (6) square feet in area attached to or displayed upon such awning, marquee or canopy shall not be considered a sign.

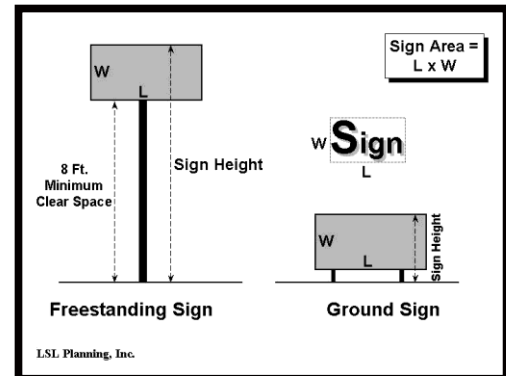
SECTION 18.3 GENERAL PROVISIONS

- A. A sign not expressly permitted by this Ordinance is prohibited. Unless otherwise permitted in this Chapter, a sign shall pertain to the use or lot on which it is located, with the exception of temporary signs as authorized in B, below.
- B. Special event signs containing public messages concerning special events sponsored by governmental agencies, charitable, or other nonprofit organizations may be erected on a temporary basis without a permit, but shall be subject to the following limitations:

1. No more than five (5) signs shall be displayed for each special event. They may not, without the prior permission of the City Manager be placed in any right-of-way or be placed within the setback side yard, clear vision area or other space required by applicable regulations.
2. The display of signs shall be limited to the twenty-one (21) days immediately preceding the special event which is being advertised.
3. Signs shall have a maximum size of forty eight (48) square feet in area, and a maximum height of five (5) feet.
4. Signs shall be removed within forty-eight (48) hours of the conclusion of the special event which is being advertised.
5. Any sign shall not be erected without prior notification to the Building Inspector.

C. Measurement of sign area and height.

1. The entire area within a circle, triangle or parallelogram enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed, unless the supports or uprights contain writing, representation, emblems or any figure of similar character, in which case the area of such shall be computed within the total sign area.
2. Where a sign has two (2) or more faces, the area of all faces shall be included in determining the area of the sign, except that where two (2) such faces are placed back to back and are at no point more than two (2) feet from one another, the area of the sign shall be taken as the area of one (1) face if the two (2) faces are of equal area, or as the area of the larger face if the two (2) faces are of unequal area.
3. In the case of a sphere, the total surface area of the sphere shall be divided by two (2) for purposes of determining sign area.
4. The height of any sign shall be measured from the mean grade.
5. A freestanding sign shall have a minimum ground clearance of eight (8) feet as measured from the mean grade to the bottom of the sign.
6. For wall and roof signs on buildings with multiple tenants, the permitted number and area of signs shall be computed using the wall area or length applicable to the individual business being identified.



D. Signs in Residential Districts must be placed upon private property.

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- E. Signs shall be stationary, and shall contain no visible moving parts or images, or have the appearance of moving parts or images. Time and temperature numerals are exempt from this provision. There shall be no flashing, oscillating or intermittent illumination of any sign.
- F. Except for electronic and neon-illuminated displays as allowed by this Chapter, signs shall be illuminated only by continuous indirect or direct lighting. All sign illumination shall be employed in such a manner so as to prevent intense or brilliant glares or rays of light from being directed at any street or any adjoining property. (Amended 02/16)
- G. No sign shall be placed within or above any public right-of-way or upon any utility pole except as otherwise permitted within the right-of-way of a state-designated highway in accordance with the regulations pertaining thereto, and except for projecting signs as permitted in this Chapter.
- H. The construction of any sign shall be such that it will withstand all wind and vibration forces which can be normally expected to occur in the vicinity. No sign shall be allowed to become unsightly through disrepair or action of the elements.
- I. The Zoning Administrator may permit a sign location required by Section 18.5 to be moved up to five (5) feet in any direction, provided that all of the following requirements are met. Sign location changes not meeting these requirements shall require a variance.
1. The requested relocation is necessary because the location dictated by the Ordinance is not physically capable of accommodating the sign, provided that the conditions were already present at the time the sign is requested, and that the conditions were not created by an action of the applicant, owner, or lessee.
 2. The relocated sign does not create a hazard to traffic, pedestrians, or adversely affect other signs or properties.
 3. The new location is on the same property and does not encroach on any road right-of-way or access easement.
 4. The sign is no greater in size or height than permitted by this Chapter.
- J. Nonconforming Signs
1. Signs lawfully erected prior to the date of adoption of this Ordinance, which do not meet the requirements of this Ordinance, may be continued except as otherwise provided.
 2. A sign which is located on a site to which the sign no longer applies for a period of sixty (60) days or more, and any sign which pertains to a time, event or purpose which no longer applies, shall be deemed to be abandoned.
 3. A sign which no longer pertains to the use of the property on which it is located shall be removed within six (6) months from the time the use is discontinued, with the exception of structural portions of such sign which bear no advertising message, in accordance with the requirements of this Section.
 4. Nonconforming signs larger, higher or located incorrectly on the site shall be removed once abandoned.

5. Abandoned or nonconforming signs are the responsibility of the owner who shall be responsible for the signs removal. Should the owner fail to comply after receiving due notice, the Zoning Administrator may cause the sign to be removed and assess the costs of removal against the owner or as a lien upon the property.
6. No nonconforming sign shall be changed to another nonconforming sign unless the new sign is at least reduced in size or height, depending on the nature of its nonconformity, by at least fifty percent (50%) of its nonconforming size or height.
7. No nonconforming sign shall be structurally altered so as to change the shape, type or size of the sign. Any structural alterations made shall only be in compliance with the requirements of Section 18.5.

SECTION 18.4 SIGN PERMIT REQUIRED

- A. Except as noted in B, below, no sign shall be erected, placed, constructed, reconstructed, or modified except upon issuance of a permit by the Building Inspector. Application for permit shall be made by submitting the following information to the Building Inspector:
 1. A completed application on a form provided by the City.
 2. Payment of an application fee, which shall be non-refundable, and which shall be established from time to time by resolution of the City Commission.
 3. Plans and specifications for the proposed sign, in detail sufficient to determine its compliance with the provisions of this chapter.
- B. The following signs are exempt from the permit requirements of this Chapter:
 1. One (1) sign per street address not exceeding two (2) square feet in area and bearing only property numbers, post box numbers or names of occupants of residential premises and bearing no advertising message.
 2. Flags and insignia of a government except when displayed in connection with a commercial promotion. Flags and insignias must comply with the setback, side yard, height and other requirements applicable to main buildings. A maximum of three (3) flags and insignias per lot shall be permitted.
 3. Signs, pennants and banners announcing civic occasions, festivals, celebrations, sports events or arts and humanities events. Advertising symbols, logos or titles identifying contributors to such event or occasion shall be permitted, provided the area used for identification shall be limited to fifteen percent (15%) of the area of the sign, pennant or banner.
 4. Legal notices and identification, informational or directional signs erected or required by governmental bodies.
 5. Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights.
 6. Signs not exceeding two (2) square feet in area per sign on the interior portions of any lot which direct and guide traffic and parking on private property, but bearing no advertising message.

7. Real estate signs not exceeding six (6) square feet in area, not exceeding one (1) per road frontage and not placed on or overhanging a public right-of-way.
8. Political signs not exceeding six (6) square feet in area, not exceeding one (1) per candidate or issue per parcel of property and not placed or overhanging a public right-of-way.

SECTION 18.5 SPECIFIC SIGN REQUIREMENTS (Amended 02/16)

In addition to the requirements of this Article, the following regulations apply to the listed sign types.

- A. Electronic Displays. An electronic display is permitted as a secondary element to a freestanding, ground, projecting or wall sign, subject to the following:
 1. General requirements
 - a. An electronic display shall not consist of more than fifty (50) percent of the total sign area. An electronic display erected strictly for the purpose of advertising gasoline prices, as part of a sign for an automobile fuel station, is exempt from this requirement.
 - b. The sign shall only convey a single product or message at any one time.
 - c. Except for the change from one display to the next, which shall be instantaneous, each individual sign display shall be static. No element of the display may move, flash, change colors, dissolve or scroll, except to change from one display to the next.
 - d. Displays may change no less than fifteen seconds apart.
 - e. An electronic display located within 200 feet of an existing residential use may not operate between the hours of 10:00 PM to 6:00 AM.
 - f. Signs may emit not more than eight (8) to ten (10) footcandles of light, measured four (4) feet from the sign face.
 - g. An electronic display shall use only one (1) color of lighting or bulbs to prevent nuisances and distractions upon adjoining properties and thoroughfares.
 - h. Any voids or burned out bulbs in an electronic display shall be replaced within ten (10) business days.
 - i. The Planning Commission may require dimming of an electronic display if the location is expected to cause a distraction to motorists, or cause a nuisance to nearby uses. Alternatively, the Planning Commission may require ambient light monitors (automatic dimming devices) to automatically adjust the sign brightness based on ambient light conditions.
 - j. An electronic display may not be an element of any portable, temporary or directional sign.
 2. Residential district requirements. In residential districts (R-A, R-B, R-C and MHP) and open space preservation planned unit developments (OSP PUD), an electronic display is permitted only as part of an identification sign for residential

subdivisions, site condominiums, manufactured home parks, multiple family complexes, and non-residential uses allowed in the zoning district.

3. CBD District. In the CBD District, an electronic display is permitted only on a freestanding, ground or projecting sign; however, a sign displaying only the time and temperature may be permitted on a wall sign, subject to all requirements of this Section.
- B. Neon Illumination. Neon Illumination is permitted as a secondary element to wall or projecting signs, subject to the following:
1. Zoning District. Neon-illuminated signs are restricted to the CBD District.
 2. General Requirements.
 - a. Neon illumination shall be restricted to wall or projecting sign types attached to exterior building walls.
 - b. A building is limited to one (1) neon-illuminated sign.
 - c. Neon-illuminated signs shall be compatible and harmonious with the primary color(s), style, and architecture of the building. No more than three (3) colors shall be used on any one (1) sign.
 - d. Neon illumination shall be used in limited volume to ensure that it does not become visually obstructive and dominate the street frontage. Luminous neon text, symbols and figures shall comprise no more than 50 percent of the sign face area, measured in the same manner as sign area. Neon lighting extending beyond the sign face is also considered in the measurement of sign area. Background accent lighting does not count against the maximum percent of neon.
 - e. A neon-illuminated sign shall not obscure portions of a building that contribute to architectural character, including but not limited to, door, windows and other elements that add to articulation of the façade.
 - f. Neon illumination shall be static and stationary in nature. There shall be no movement appearance of movement, intermittent illumination, blinking at any interval, or changing of color.
 - g. Should any portion of the neon-illuminated display malfunction, all neon illumination shall be discontinued until fully repaired.
 - h. Neon illumination shall be limited to the hours of operation of the business or use associated with the sign

SECTION 18.6 PERMITTED SIGNS (amended 1/06)

The following signs are permitted in the noted zoning districts.

RESIDENTIAL DISTRICTS - PERMITTED SIGNS	
Identification signs for residential subdivisions, site condominiums, manufactured home parks, multiple family complexes, and non-residential uses allowed in the District	
Number	1 per major entrance
Size	No greater than 32 sq. ft.
Location	Minimum of 15 ft. from any side or rear property line; located no nearer than 200 ft. to any other sign for the same development
Height	No higher than 5 ft.
Wall signs for home occupations	
Number	1 per lot or parcel
Size	No greater than 4 sq. ft.
Location	On wall of house facing street, unilluminated
Wall signs for non-residential uses	
Number	1 per street frontage
Size	No greater than 6 sq. ft.
Location	On wall of building facing street, unilluminated
Political signs	
Number	1 per issue or candidate
Size	No greater than 6 sq. ft.
Location	Minimum of 15 ft. from any side or rear property line
Height	No higher than 6 ft.
Real estate signs	
Number	1 per road frontage
Size	No greater than 6 sq. ft. for unoccupied properties or lots; 16 sq. ft. for vacant lots or parcels over 1 acre
Location	Minimum of 15 ft. from any side or rear property line
Height	No higher than 6 ft.

CBD, C-1, MPUD DISTRICTS - PERMITTED SIGNS		
Using any combination of the following signs that are permitted in the CBD, C-1 and MPUD zoning districts, the maximum square footage for total sign area may not exceed two-hundred (200) square feet, excluding wall signs and those otherwise permitted in this Chapter.		
Ground signs		
Number	1 per lot or parcel, except that a ground sign is not permitted if a freestanding sign is used	
Size	No greater than 50 sq. ft.	
Location	Minimum of 5 ft. from the front property line, minimum of 15 ft. from the side or rear property line	
Height	5 ft.; up to 10 ft. if set back at least 10 ft. from front property line	
Freestanding signs		
Number	1 per lot or parcel, except that a freestanding sign is not permitted if a ground sign is used	
Size	100 sq. ft.	
Location	Minimum of 15 ft. from side and rear lot lines	
Height	No higher than 20 ft.; 8 foot ground clearance is required between the bottom of the sign and the mean grade	
Wall signs		
Number	Street side	1 per wall (per street address) facing a street or frontage
	Non-street side	1 if a public entrance is present
Size	Street side	Each tenant: wall signs shall total no greater than 15% of the wall area to which they are affixed. In no case shall the cumulative wall sign area exceed 10% of the total wall area.
	Non-street side	Non-street wall signs shall not exceed 20 square feet in area.
Location	On wall of building facing street or wall having a public entrance	
Roof signs		
Number	1 per wall (per street address) facing a street or frontage	
Size	Shall not exceed 3 sq. ft. for each lineal foot of wall that it parallels or it is nearest, maximum permitted size of 100 sq. ft. In cases where the sign is parallel to two or more walls the shortest wall length shall be used to calculate allowable area.	
Height	No higher than the maximum building height for the zoning district. In addition, for pitched roofs signs shall be no higher than the roof peak or ridge line and for flat roofs no higher than 10 ft. above the roof.	

CBD, C-1, MPUD DISTRICTS - PERMITTED SIGNS	
Projecting signs	
Number	1 Per street address
Size	No greater than 10 sq. ft.
Projection	No greater than 3 ft.
Height	8 foot ground clearance required between the bottom of the sign and mean grade
Directional signs	
Number	2 per street entrance to a private parking area with at least 10 parking spaces
Size	No greater than 4 sq. ft.
Height	5 ft.
Content	No written advertisement, except for corporate logos or names
Temporary signs	
Number	1
Size	No greater than 48 sq. ft.
Duration	No more than 3 times per year and no more than 30 days per placement after initial notification of building inspector
Sandwich board signs	
Number	1
Size	No greater than 8 sq. ft.
Height	4 ft.
Placement	No closer than 3 ft. to curblines
Duration	Display is allowed only during business hours after initial notification of building inspector
Political signs	
Number	1 per issue or candidate
Size	No greater than 32 sq. ft.
Location	Minimum of 5 ft. from the front property line, minimum of 15 ft. from the side or rear property line
Height	6 ft.

CBD, C-1, MPUD DISTRICTS - PERMITTED SIGNS	
Real estate signs	
Number	1 per lot or parcel
Size	No greater than 32 sq. ft.
Height	5 ft.
Location	Minimum of 5 ft. from the front property line, 15 ft. from the side or rear property line

PO DISTRICT - PERMITTED SIGNS		
Using any combination of the following signs that are permitted in the PO District, the maximum square footage for total sign area may not exceed two hundred (200) square feet, excluding wall signs and those permitted in this Chapter.		
Ground signs		
Number	1 per lot or parcel, except that a ground sign is not permitted if a freestanding sign is used	
Size	For single businesses: No greater than 50 sq. ft.; for 2 or more businesses: no greater than 66 sq. ft.	
Location	Minimum of 5 ft. from the front property line, minimum of 15 ft. from the side or rear property line	
Height	5 ft. 10 ft. if set back at least 10 ft. from front property line	
Freestanding signs		
Number	1 per lot or parcel, except that a freestanding sign is not permitted if a ground sign is used	
Size	100 sq. ft. except signs identifying 2 or more businesses may have an additional 33% of sign area, not to exceed 33 sq. ft.	
Location	Minimum of 15 ft. from side and rear lot lines	
Height	20 ft.; 8 foot ground clearance is required between the bottom of the sign and the mean grade	
Wall signs		
Number	Street side	1 per street frontage
	Non-street side	1 if a public entrance is present
Size	Street side	Each tenant: wall signs shall total no greater than 15% of the wall area to which they are affixed. For multi-tenant buildings, cumulative wall sign area shall not exceed 10% of the total wall area.
	Non-street side	Non-street wall signs shall not exceed 10 square feet in area.
Location	On wall of building facing street or wall having a public entrance; no more than one wall sign per wall	

PO DISTRICT - PERMITTED SIGNS	
Projecting signs	
Number	1 Per street frontage
Size	No greater than 10 sq. ft.
Projection	No greater than 3 ft.
Height	8 foot ground clearance is required between the bottom of the sign and the mean grade
Temporary signs	
Number	1
Size	No greater than 48 sq. ft.
Duration	No more than 3 times per year and no more than 30 days per placement after initial notification of building inspector
Real estate signs	
Number	1 per lot or parcel
Size	No greater than 32 sq. ft.
Height	5 ft.
Location	5 ft. from the front property line, 15 ft. from the side or rear property line
Political signs	
Number	1 per issue or candidate
Size	No greater than 32 sq. ft.
Location	5 ft. from the front property line, 15 ft. from the side or rear property line
Height	6 ft.

G-I, IPUD DISTRICTS - PERMITTED SIGNS	
Ground signs	
Number	1 per lot or parcel, except that only 1 ground sign or 1 freestanding sign shall be permitted per lot or parcel
Size	No greater than 50 sq. ft. for each sign allowed; signs identifying 2 or more businesses on the same property may be permitted a sign up to 66 sq. ft.
Location	15 ft. from the side or rear property line
Height	5 ft.; 10 ft. if the sign is set back 10 ft. from front property line

G-I, IPUD DISTRICTS - PERMITTED SIGNS	
Wall signs	
Number	1 per street frontage - no more than 1 per wall
Size	No greater than 10% of the wall area to which the sign is affixed.
Location	On wall of building facing street
Directional signs	
Number	2 per street entrance to a private parking area with at least 10 parking spaces
Size	No greater than 4 sq. ft.
Height	Max. of 5 ft.
Content	No written advertisement, except for corporate logos or names
Real estate signs	
Number	1 per lot or parcel
Size	No greater than 32 sq. ft.
Location	5 ft. from the front property line, 15 ft. from the side or rear property line
Height	No higher than 5 ft.
Political signs	
Number	1 per issue or candidate
Size	No greater than 32 sq. ft.
Location	5 ft. from the front property line, 15 ft. from the side or rear property line
Height	6 ft.
Water Tower Signs	
Number	2 per water tower
Size	No greater than 40 percent of the water tower primary tank surface
Other	Signage must be painted on water tower's primary tank surface area and shall not be illuminated